

**What is claimed is:**

- B2C*

*C*

  1. An apparatus for automatically associating contextual input data with available multimedia resources, comprising:
    - 2 a contextual input device for capturing the contextual input data;
    - 3 a personal assistant device for processing the contextual input data captured by
    - 4 the contextual input device, and for formulating a query based on processed
    - 5 contextual input data; and
    - 6 a contextual multimedia association module for associating the processed
    - 7 contextual input data with the multimedia resources and for generating association
    - 8 matches.
  2. The system according to claim 1, wherein the personal assistant device automatically formulates the query.
  3. The system according to claim 1, wherein the personal assistant device automatically formulates the query based on a contextual input from a user.
  4. The system according to claim 1, wherein the personal assistant device automatically formulates the query based on a user profile.
  5. The system according to claim 1, wherein the contextual input device digitizes the contextual input data.

1        6. The system according to claim 1, wherein the personal assistant device  
2        presents the association matches to a user.

1        7. The system according to claim 6, wherein the  
2        personal assistant device develops a digital profile for a user based on association  
3        matches which were previously presented to the user.

1        8. The system according to claim 7, wherein the personal assistant device  
2        updates the user digital profile based on recent association matches.

1        9. The system according to claim 1, wherein the contextual multimedia  
2        association applies the query to a data store on a network.

1        10. The system according to claim 1, wherein the network includes the World  
2        Wide Web.

1        11. The system according to claim 1, wherein the contextual input data are based  
2        on image signals; and  
3        wherein the personal assistant device enhances the quality of the image signals.

1        12. The system according to claim 1, wherein the contextual input data are based  
2        on audio signals; and

*C 1*  
*C 2*  
3 wherein the personal assistant device enhances the quality of the audio signals.

1       13. A method for automatically associating contextual input data with available  
2       multimedia resources, comprising:  
3           capturing the contextual input data;  
4           processing the contextual input data and formulating a query based on processed  
5       contextual input data; and  
6           associating the processed contextual input data with the multimedia resources  
7       and generating association matches.

*C 3*  
*C 4*  
*C 5*  
*C 6*  
*C 7*  
14. The method according to claim 13, wherein formulating the query includes  
automatically formulating the query based on a contextual input from a user.

*C 8*  
*C 9*  
*C 10*  
15. The method according to claim 13, wherein formulating the query includes  
automatically formulating the query based on a user profile.

*C 11*  
16. The method according to claim 13, further including presenting the  
2 association matches to a user.

*C 12*  
*C 13*  
17. The method according to claim 16, developing a digital profile for a user  
2 based on association matches which were previously presented to the user.

1        18. The method according to claim 17, wherein developing the digital profile  
2        includes updating the user digital profile based on recent association matches.

1        19. The method according to claim 13, wherein associating the processed  
2        contextual input data includes applying the query to a data store on a network.  
*C*

1        20. The method according to claim 13, wherein the contextual input data are  
2        based on any one or more of image signals or audio signals; and  
3        wherein processing the contextual input data includes enhancing the quality of the  
any one or more of image signals or audio signals.  
*C*

*add*  
*B4*